Install Guide: Buyer Discovery for LinkedIn

Instructions for integrating Buyer Discovery with LinkedIn

Introduction

The LinkedIn integration with the Buyer Discovery web app brings intent signals to your LinkedIn Ad Accounts in the form of third-party audiences.

Intent signals come from Buyer Discovery's in-market company prospects, across more than 9 million monthly users of Gartner Digital Markets review sites, including Capterra, GetApp, and Software Advice. Users are associated with companies based on a reverse domain lookup and intent for a product determined by activity patterns.

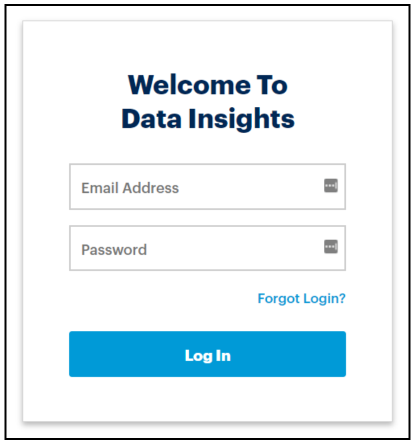
The company domains from Buyer Discovery are compared with all websites found on LinkedIn Company pages, and the matched Companies are added to an audience in LinkedIn. This audience can be set to update daily with any new company prospects.

Install

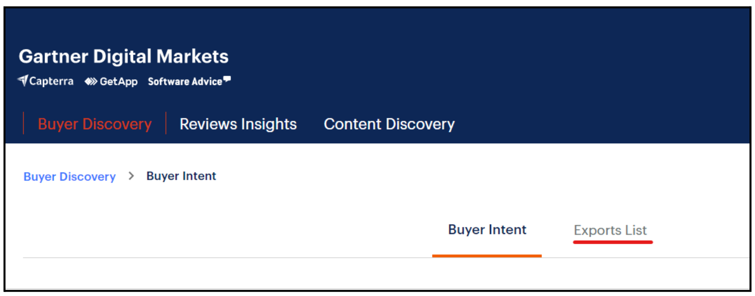
Step 1: Go to the Buyer Discovery web app.

- Go to the exports page in the Buyer Discovery web app.

    1. Go to https://datainsights.gartner.com.
    2. Enter in your username and password and log in.



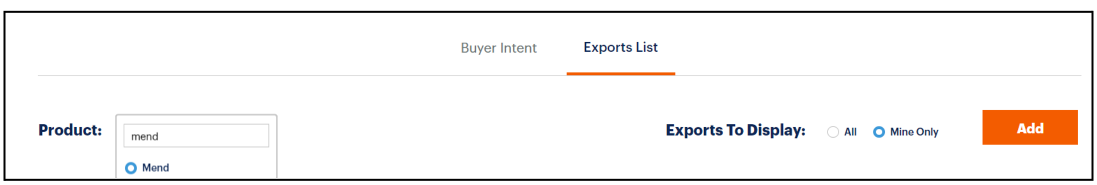
3. From the Home Page, go to the Exports List.



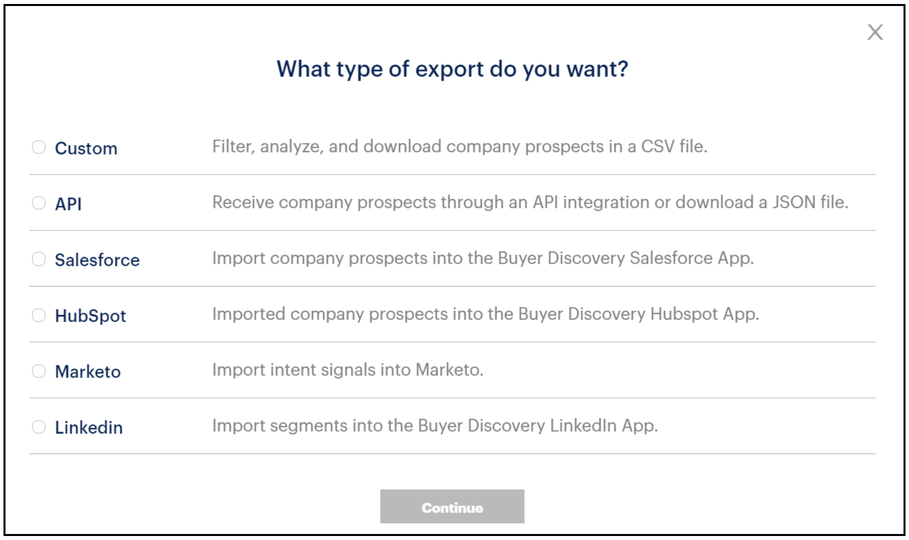
Step 2: Create a LinkedIn Export for Buyer Discovery

- Initiate and configure the LinkedIn Export from the Exports List tab.

1. In the Exports List page, make sure the correct product is selected from the Product dropdown.



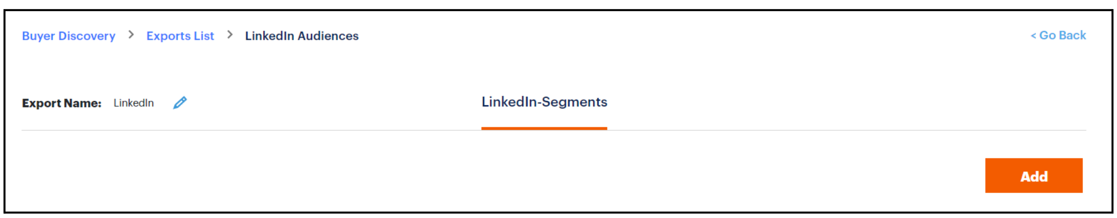
2. After selecting your product, click on “Add”, and a pop-up will appear.



3. In the pop-up, select “LinkedIn” and click “Continue” . A LinkedIn pop-up for authentication will appear.

4. Go through the authentication pop-up. Another pop-up to select an active LinkedIn ad account will appear.

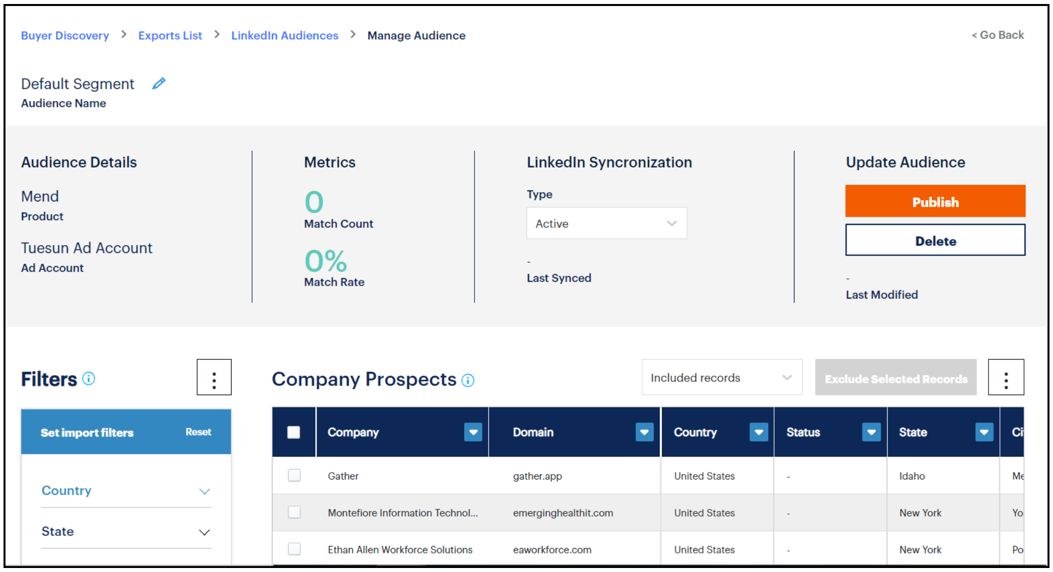
5. Select the proper ad accounts and click “Next”. The LinkedIn Audiences page will appear.



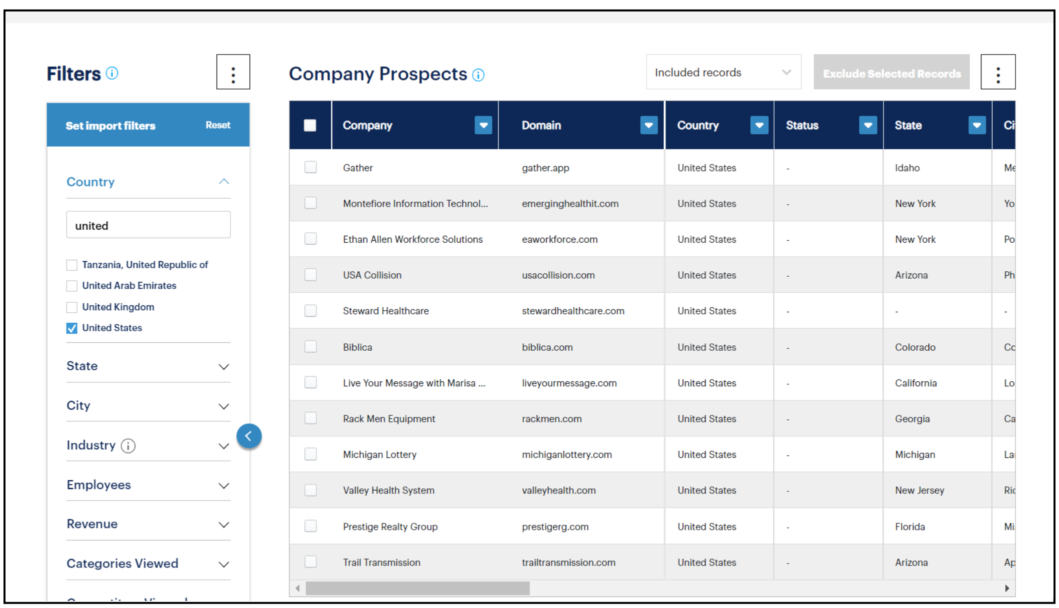
6. In the LinkedIn Audiences page, click “Add”. A Default Segment will be created, and you will be taken to the Manage Audience page.

   Note: The “Add” button in this LinkedIn-Segment screen can be used to create additional audiences including audiences targeted for other ad accounts.

   Although it is possible to create multiple audiences by creating multiple LinkedIn “exports” its preferable to keep all the audiences created within a single LinkedIn export.

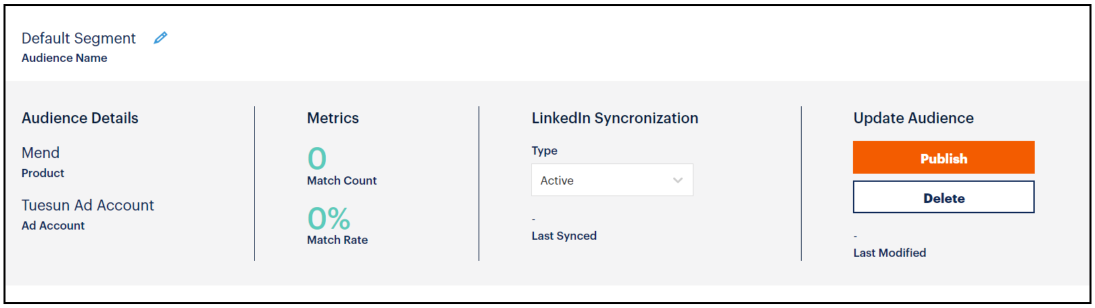


7. In the Manage audiences page, set the filters on the Company Prospects to match your ideal customer profile (ICP).



8. At the top of the Manage Audience page, click on the pencil next to Default Segment to change the name of the segment to something of your choosing, and then click “Save”.

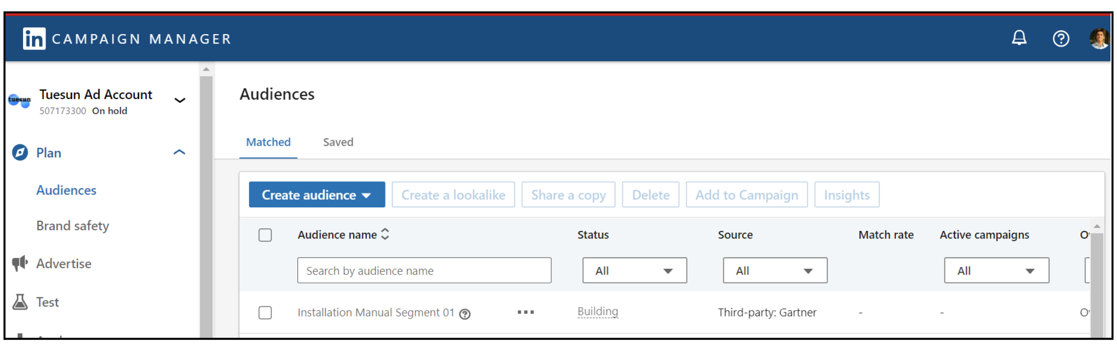
9. Under the Update Audience section, click “Publish”. On the following confirmation pop-up, click “Confirm”.



LinkedIn Campaign Manager

1. Log into your LinkedIn Campaign Manager account, and select the Ad account used in the Buyer Discovery setup.

2. Click on Plan, and then click on Audiences, and you will see the Audience created in the Buyer Discovery web app listed here (Note: it may take a few minutes for the Buyer Discovery Audience to appear in LinkedIn Campaign Manager.

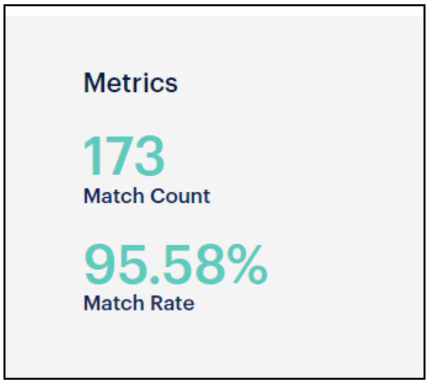


3. Once the Audience moves from the Building to Ready Status, you can use this Audience in active or new Campaign groups, and the Audience will automatically update with new company prospects on a daily basis.

Additional Integration Features

Metrics on Match Count

See the count and percentage of matches from the Buyer Discovery company prospects and company domains found on LinkedIn.



Ability to Sync with LinkedIn on Static or Dynamic Basis

Use the LinkedIn synchronization dropdown to select if you want an audience that only updates One Time (static), Active (daily), or None (not at all).